



MARSHFIELD CLINIC WISCONSIN PUBLIC SERVICE COMMISSION

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November 1, 2007

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Telecommunications  
Division

Sandra J. Paske  
Secretary to the Commission  
Public Service Commission of Wisconsin  
P.O. Box 7854  
Madison, WI 53707-7854

RE: Investigation of Area Code Relief for the 715 Area Code in Northern Wisconsin - PSCW  
Docket No. 5-TN-100

Dear Ms. Paske:

On behalf of the 766 physician specialists and 5700 employees who care for Marshfield Clinic patients in our 41 centers throughout north central Wisconsin, I am writing to express our support for Alternative # 1: "All Services Distributed Overlay" for the Public Service Commission's proposed changes to the existing 715 area code.

In Fiscal Year '06, Marshfield Clinic saw approximately 360,000 unique patients accounting for 1.8 million outpatient visits. Most of our patients come from the 715 area code area. Because our 41 centers are connected by our own information systems technology which includes our electronic medical record, appointment, insurance, billing, phone and paging systems, adopting the overlay alternative going forward will provide the most cost effective and seamless transition to a new area code for our patients and staff. The costs of reprogramming these components of our communications systems would be substantial.

Please consider our request for the overlay alternative as the Public Service Commission completes its analysis of public commentary and decides which alternative best serves the residents of north central Wisconsin. Please feel free to contact me if you have additional questions at 715-221-8690.

Sincerely,

Douglas Reding, M.D.  
Vice President, Chairman Government Relations